

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant : Sev K.H. Keil et al. Art Unit : 3623  
Serial No. : 10/008,995 Examiner : Jeanty, Romain  
Filed : November 5, 2001 Confirmation No.: 7788  
Patent No. : 7,191,143  
Issued: : March 13, 2007  
Title : Preference Information-Based Metrics

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

REVOCATION AND NEW POWER OF ATTORNEY

Under 37 CFR §3.73(b), True Choice Solutions, Inc., a corporation, certifies that it is the assignee of 100% of the right, title and interest in the patent application identified above by virtue of:

- An assignment from the inventors of the patent application identified above to Blue Flame Data, Inc. The assignment was recorded in the Patent and Trademark Office at Reel 013320, Frame 0051 on September 24, 2002.
- An assignment from Blue Flame Data, Inc. to True Choice Solutions, Inc. dated May 4, 2007 is attached hereto.

The undersigned has reviewed all the documents in the chain of title of the patent application identified above and, to the best of undersigned's knowledge and belief, title is in the assignee identified above.

The undersigned, whose title is supplied below, is empowered to act on behalf of the assignee.

The undersigned, acting on behalf of the assignee, hereby revokes all powers of attorney previously granted in the application and appoints:

W. Karl Renner  
Reg. No. 41265  
FISH & RICHARDSON P.C.  
1425 K Street, N.W.  
11th Floor  
Washington, DC 20005-3500

Applicant : Sev. K.H. Keil  
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with full power of substitution and revocation, to prosecute the application and to transact all business in the United States Patent and Trademark Office connected therewith.

All correspondence regarding the application should be sent to:

**PTO Customer Number: 26171**

I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code and that such willful false statements may jeopardize the validity of the application or any patents issued thereon.

Respectfully submitted,



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Sev. K.H. Keil on behalf of  
TRUECHOICE SOLUTIONS  
Title: Chairman & CEO

Date: September 8, 2008

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## ASSIGNMENT

WHEREAS, Blue Flame Data, Inc., having an office and place of business at 12 Quail Run, Bolton, MA 01740 (hereinafter "Assignor"), owns certain new and useful inventions and improvements including an application for Letters Patent of the United States on November 5, 2001, which application was assigned U.S. patent application serial number 10/008,995, and is entitled PREFERENCE INFORMATION-BASED METRICS;

AND WHEREAS, True Choice Solutions, Inc., a corporation organized and existing under and by virtue of the laws of the State of Delaware, and having an office and place of business at 1375 Broadway, 3<sup>rd</sup> Floor, New York, NY 10018 (hereinafter "Assignee"), is desirous of acquiring the entire right, title and interest in and to said inventions, improvements and application and in and to the Letters Patent to be obtained therefore;

NOW, THEREFORE, to all whom it may concern, be it known that for good and valuable consideration, the receipt and sufficiency whereof is hereby acknowledged, Assignor has sold, assigned, and transferred, and by these presents do sell, assign and transfer unto said Assignee, its successors or assigns, the entire right, title and interest for all countries in and to all inventions and improvements disclosed in the aforesaid application, and in and to the said application, all divisions, continuations, continuations-in-part, or renewals thereof, all Letters Patent which may be granted there from, and all reissues or extensions of such patents, and in and to any and all applications which have been or shall be filed in any foreign countries for Letters Patent on the said inventions and improvements, including an assignment of all rights under the provisions of the International Convention, and all Letters Patent of foreign countries which may be granted there from; and it does hereby authorize and request the Commissioner of Patents and Trademarks to issue any and all United States Letters Patent for the aforesaid inventions and improvements to the said Assignee as the assignee of the entire right, title and interest in and to the same, for the use of the said Assignee, its successors and assigns.

AND, for the consideration aforesaid, Assignor does hereby agree that it and its successors, assigns and representatives will make, execute and deliver any and all other instruments in writing including any and all further application papers, affidavits, assignments and other documents, and will communicate to said Assignee, its successors, assigns and representatives all facts known to Assignor relating to said improvements and the history thereof and will testify in all legal proceedings and generally do all things which may be necessary or desirable more effectually to secure to and vest in said Assignee, its successors or assigns the entire right, title and interest in and to the said improvements, inventions, applications, Letters Patent, rights, titles, benefits, privileges and advantages hereby sold, assigned and conveyed, or intended so to be.

AND, furthermore, Assignor covenants and agrees with said Assignee, its successors and assigns, that no assignment, grant, mortgage, license or other agreement affecting the rights and property herein conveyed has been made to others by it and that full right to convey the same as herein expressed is possessed by it.

IN TESTIMONY WHEREOF, on behalf of Assignor, I have hereunto set my hand  
this 4 day of May, 2007.



Barry Kallander, President, Blue Flame Data, Inc.

STATE OF Massachusetts)

)

COUNTY OF Middlesex)

On this 4<sup>th</sup> day of May, 2007 before me personally appeared Barry Kallander, to me known and known to me to be the person described in and who executed the foregoing instrument, and he duly acknowledged to me that he executed the same for the uses and purposes therein set forth.

[SEAL]

Sara J. Anderson



**SARA J. ANDERSON**

Notary Public

Commonwealth of Massachusetts

My Commission Expires

August 9, 2013

Notary Public

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